

# *Does Your Organization Collect and Keep Sensitive Information?*

## **A FREE “Best Practices” Workshop for You**

Most companies keep sensitive personal information in their files — names, Social Security numbers, credit card numbers, or other account data — that identifies customers or employees. However, if sensitive data falls into the wrong hands, it can lead to fraud or identity theft. Given the cost of a security breach — losing your customers’ trust and perhaps even defending yourself against a lawsuit — safeguarding personal information is just plain good business.

**WHAT:** Protecting Personal Information:  
Best Practices for Business

**WHEN:** August 13, 2008  
9:30 a.m. — 1 p.m.  
(On-site registration starts at 8:30 a.m.)\*

**WHERE:** Ronald Reagan State Building  
300 South Spring Street  
Los Angeles, CA 90013

**CO-HOSTS:** Federal Trade Commission  
California Office of Privacy Protection

The workshop will feature business people, attorneys, government officials, privacy officers, and other experts who will provide practical guidance for businesses of all sizes on data security, privacy, best practices for developing an appropriate data security program, and how to respond to privacy and security problems, including data breaches. *There’s no cost to attend.*

\*To pre-register, visit: [www.ftc.gov/bcp/workshops/infosecurity/index.shtml](http://www.ftc.gov/bcp/workshops/infosecurity/index.shtml).

### **CAN'T ATTEND?**

Visit [www.ftc.gov/infosecurity](http://www.ftc.gov/infosecurity) & try our new interactive tutorial, with concrete ways you can safeguard your customer & employee information.

